

Money Lessons

Pound Foolish: Exposing the Dark Side of the Personal Finance Industry

Helaine Olen, a *Los Angeles Times* personal finance columnist and author of *Pound Foolish* gives an inside look at the industry, and how consumers lose a lot of money by following questionable advice.

Some of the incidents and statistics relate to potential entrepreneurs.

However, the major take away lesson in the video is that consumers have to ask questions and fact-check advice for themselves. And the question many people fail to ask is "What's in it for them if I follow the advice?"

Reference

C-SPAN book TV 56 Min

<http://tinyurl.com/a92jgtm>